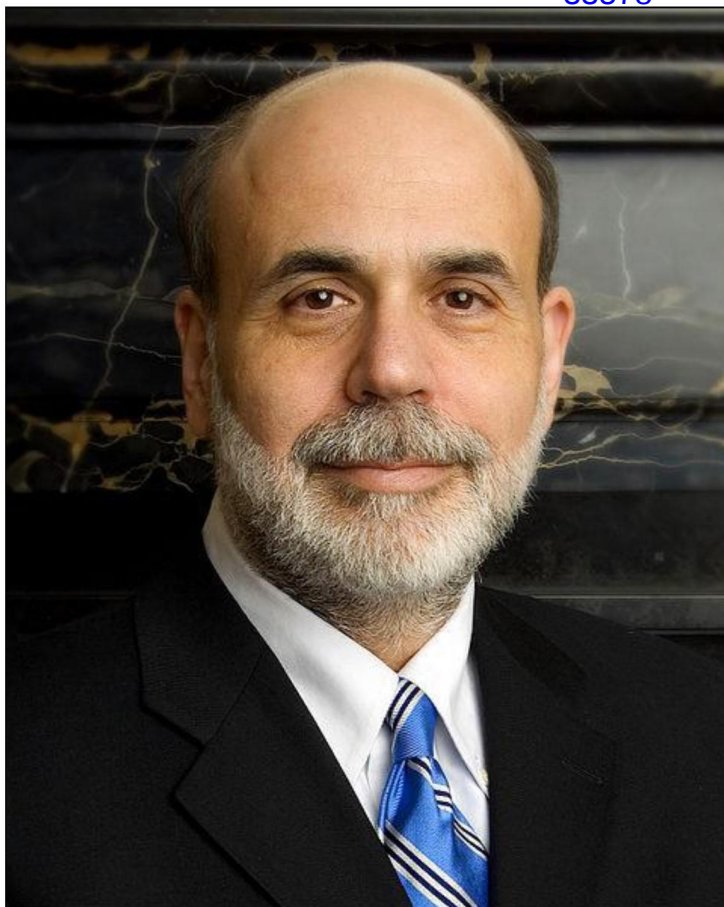


EXHIBIT 57
FILED UNDER SEAL



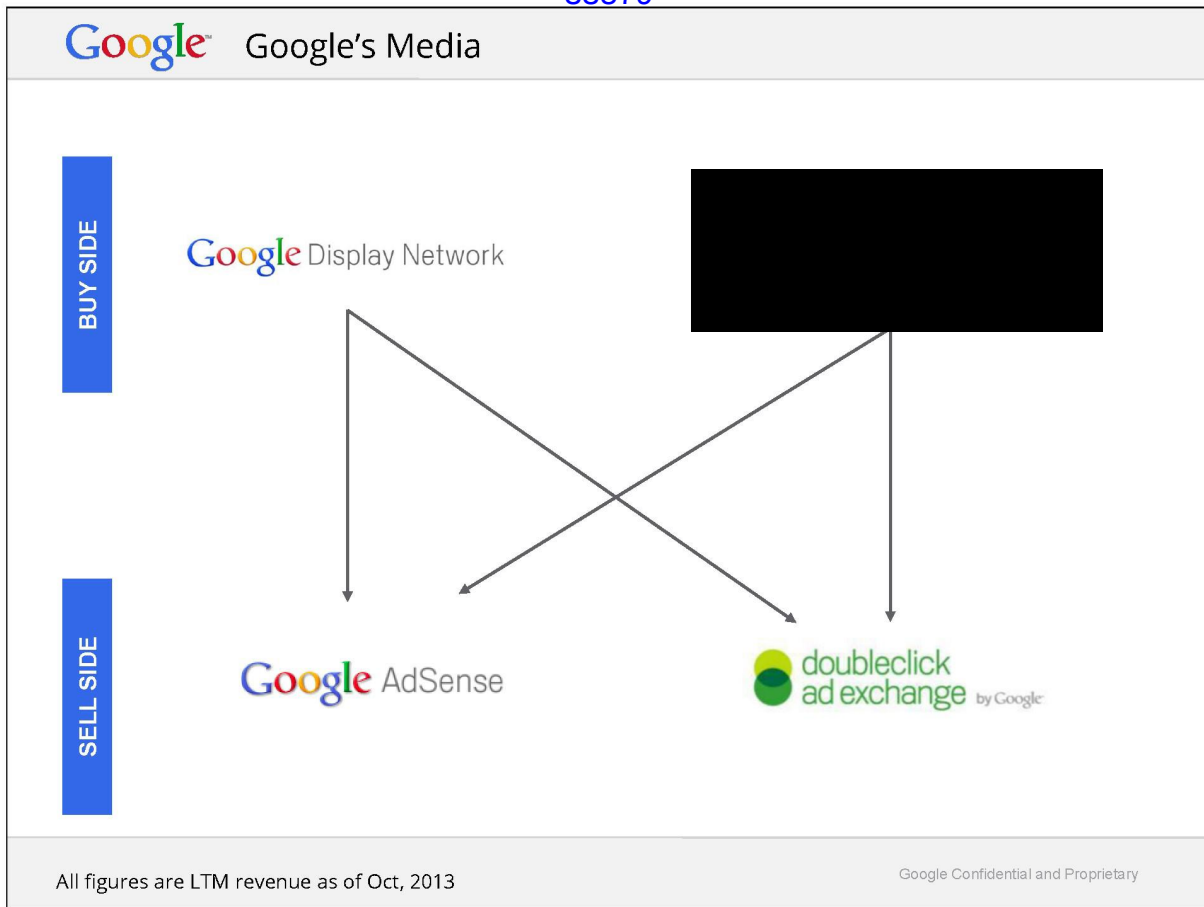
Project Bernanke

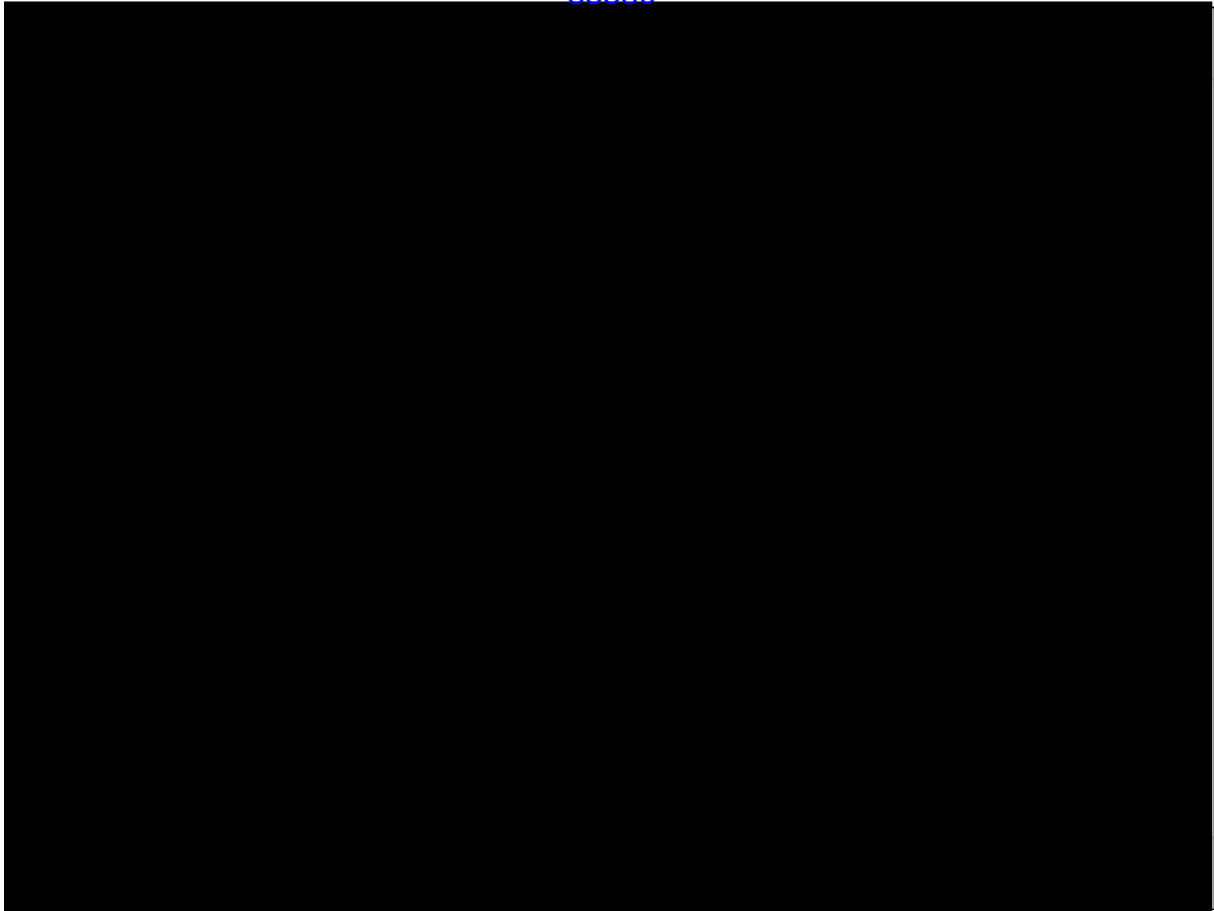
*Quantitative Easing
on the
Ad Exchange*

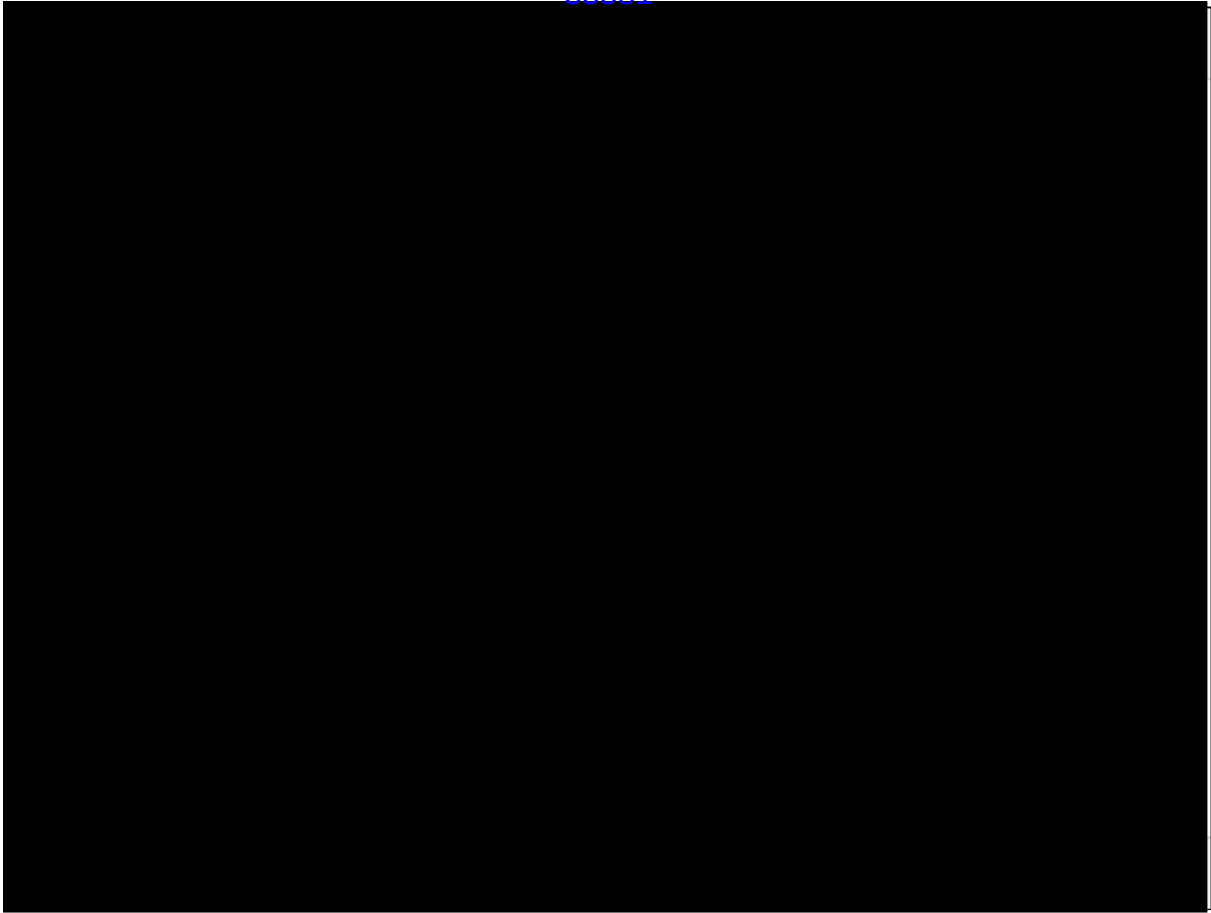
gTrade Update
October, 2013

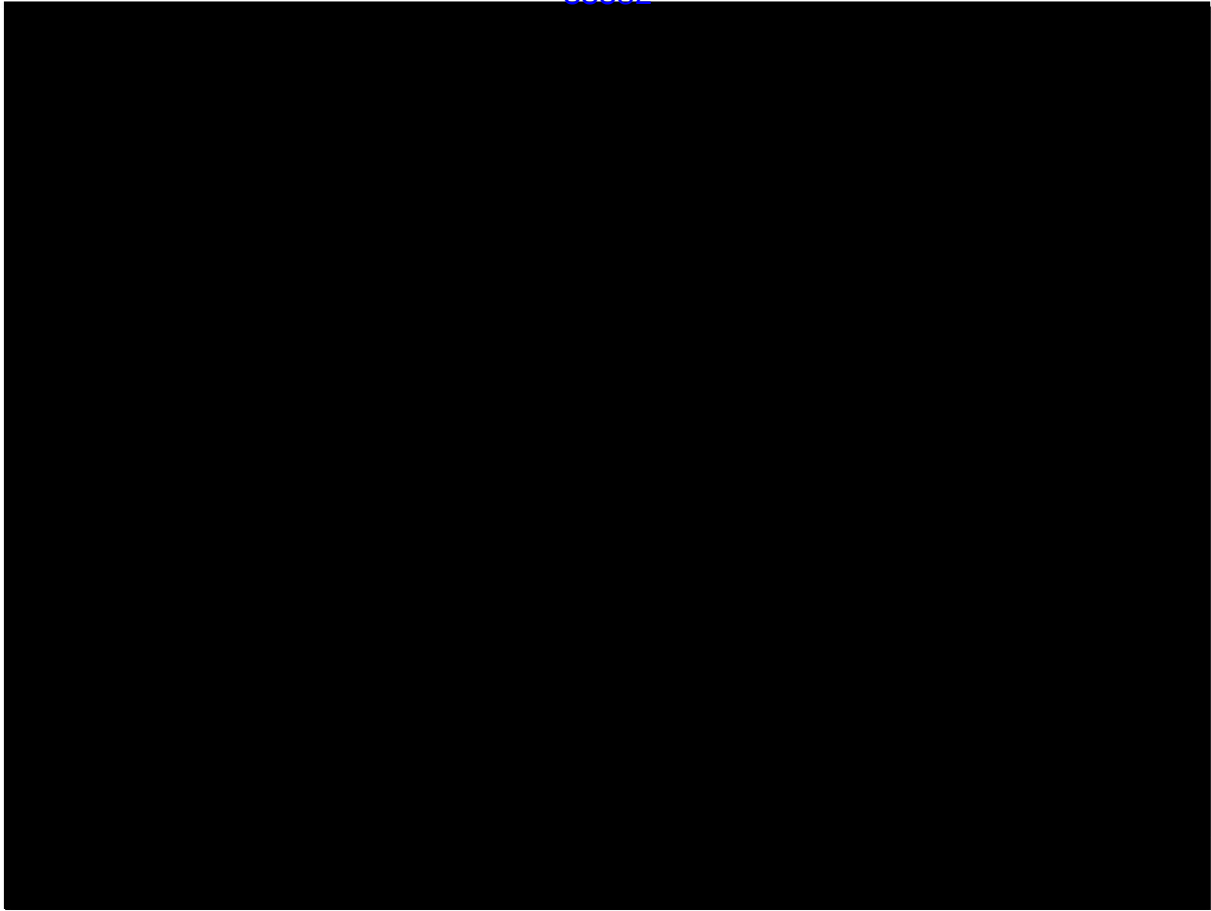


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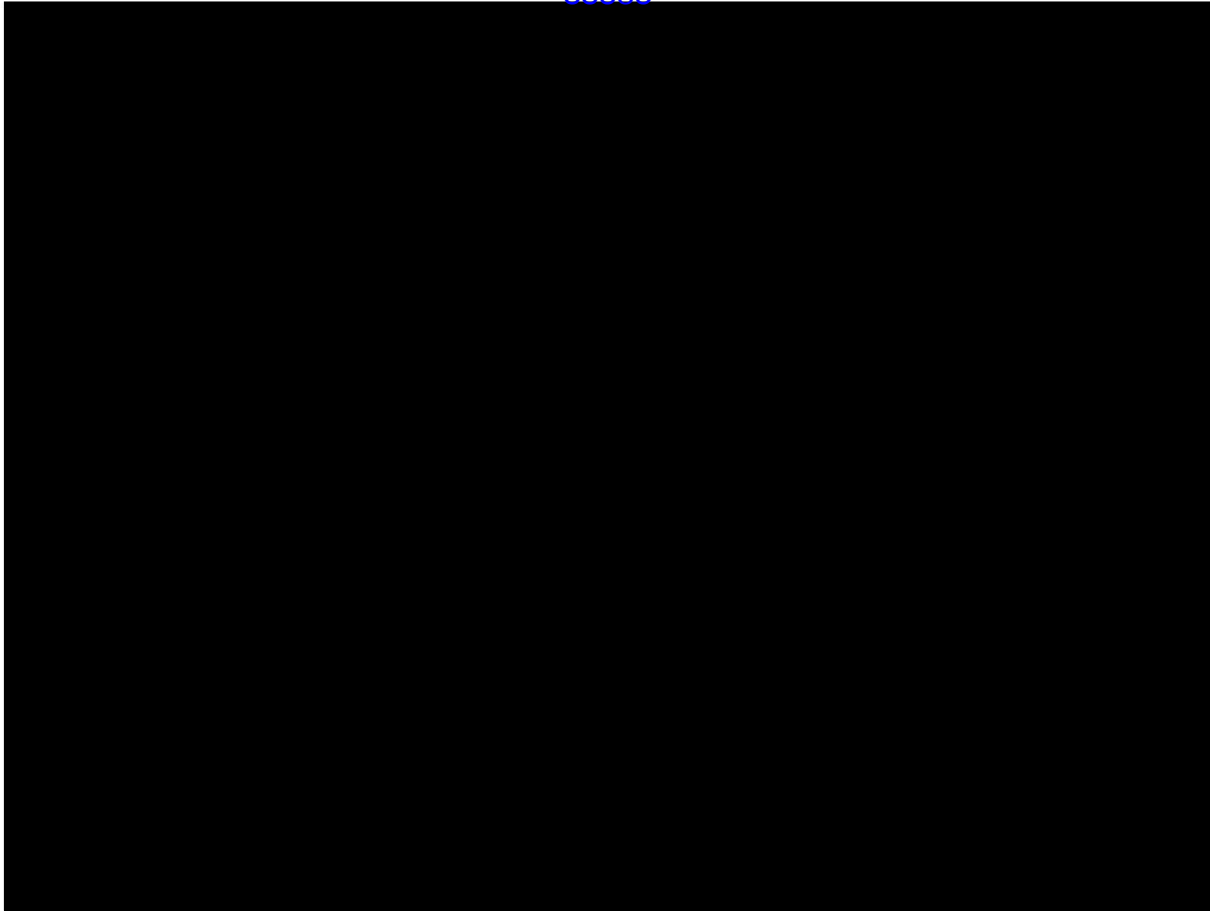
1) [REDACTED]

2) [REDACTED]

3) [REDACTED]

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gTrade's 2nd Project: Project Bernanke (Q4 2013)

Idea:

Why stop there?

Increase GDN first bid and decrease GDN second bid submitted to AdX to increase GDN profit, while maintaining 14% GDN margin

How we implemented:

- Developed auction simulator to determine ideal first bid increase and second bid reduction to maximize GDN profit
- Constraints:
 - a. Maintain [REDACTED] GDN margin per pub
[REDACTED]
- We respect GDN-AdX firewall: we only utilize GDN data to optimize bidding strategy. Any AdX buyer can do this.

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